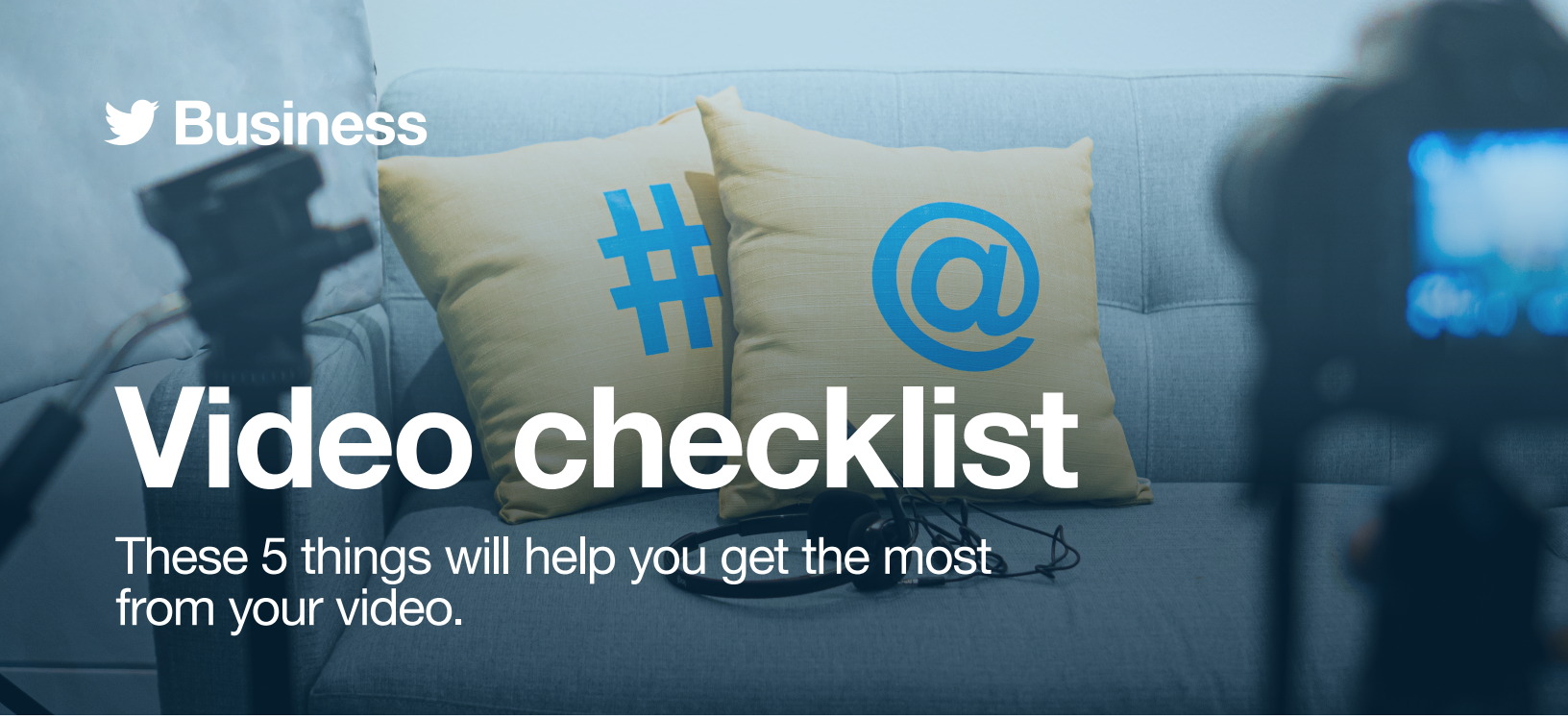

Business

Video checklist

These 5 things will help you get the most from your video.

☐ Keep it short and simple

Limit video length to 15s to maximize branding impact.

☐ Open with a product

Show your product at the start to increase interest and click intent.

☐ Clearly position your logo

Place your logo in the upper left or right corner of the frame to increase unaided brand recall.

☐ Have a sound-off strategy

Add captions to drive longer view time.

☐ Bring the brand back

Display your brand for more than half of the video to increase aided brand recall and message recall.

Bonus tip:

When possible, feature people — especially in the first few frames — to improve retention